

# City of Pasadena

## Outreach to Used Oil Certified Centers



# Certified Centers

➤ Kragen Auto	737 E. Altadena Drive
➤ Kragen Auto	1860 E. Colorado Blvd.
➤ Pep Boys	1135 E. Colorado Blvd.
➤ Auto Zone	702 N. Lake Avenue
➤ Firestone	1110 E. Colorado Blvd.
➤ Firestone	3549 E. Colorado Blvd.
➤ Jiffy Lube	1603 E. Colorado Blvd.
➤ Jiffy Lube	1420 E. Walnut Street
➤ Jiffy Lube	3200 E. Colorado Blvd.

# Center Contact Strategies

- ✓ Keep in touch more than just at survey time
- ✓ Personalize relationships – what can we do to help you?
- ✓ Bring business to the stores by holding special events or provide kiosk
- ✓ Supply promotional items that do not compete with materials for sale
- ✓ Periodic publicity during the year
- ✓ HHW Flyers

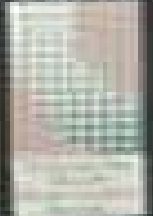
# City of Pasadena Department of Public Works



Environmental Services & Sustainability  
Sustainable Water Management  
Sustainable Solid Waste Management  
Sustainable Transportation



Printed by a green printer

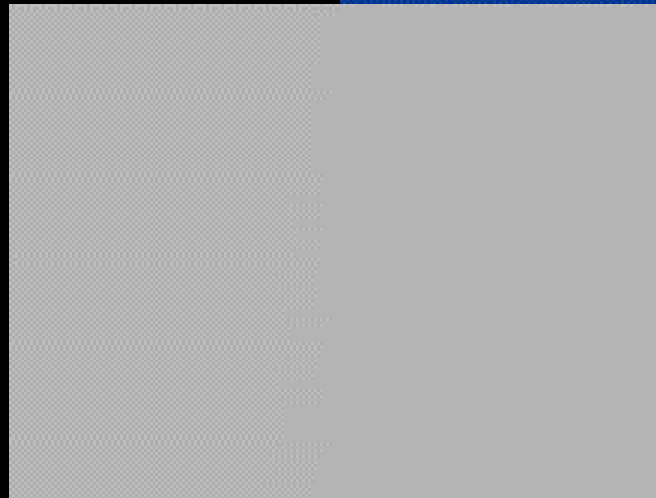


# City of Pasadena

## Department of Public Works



**USED-OIL  
KIOSK**



**"BUGS"  
KIOSK**



**LEAST-TOXIC  
PESTICIDE  
ALTERNATIVES**

FOR MORE INFORMATION, PLEASE CALL THE STREET MAINTENANCE AND  
INTEGRATED WASTE MANAGEMENT DIVISION AT (626) 744-4087.

[HTTP://WWW.CI.PASADENA.CA.US](http://www.ci.pasadena.ca.us)



PASADENA RECYCLES

# CAR SERVICE KIT



Kragen Auto  
737 E. Altadena  
(626) 797- 9525

Kragen Auto  
1860 E. Colorado  
Pasadena  
(626) 585-9084

Pep Boys  
1135 E. Colorado  
Pasadena  
(626) 793-8181

Auto Zone  
702 Lake  
Pasadena  
(626) 798-6745

Firestone Tire Service  
1110 Colorado  
Pasadena  
(626) 578-0351

Firestone Tire Service  
3549 Colorado  
Pasadena  
(626) 844-4601

Jiffy Lube  
1603 Colorado  
Pasadena  
(626) 449-4396

Jiffy Lube  
1420 E. Walnut  
Pasadena  
(626) 793-9896

Jiffy Lube  
3200 E. Colorado  
Pasadena  
(626) 568-1687

STORE  
YOUR RECORDS  
AND RECEIPTS  
IN THIS  
HANDY  
POCKET.



# Auto Zone 1<sup>st</sup> Anniversary Celebration Event





# Setting Up for Auto Zone

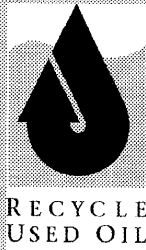




# Outreach & Advertising

- ☛ Earth Day display ad
- ☛ Special event ads that list all the centers
- ☛ Hold mini events at centers 2 times per year
- ☛ Distribute fliers to the center prior to event

Used Oil Recycling  
Programs Funded by a  
grant from the California  
Integrated Waste  
Management Board



*Save Our  
Natural Resources !*

**RECYCLE YOUR MOTOR OIL**



**City of Pasadena Department of  
Public Works and Transportation**

The City of Pasadena's Used Oil Recycling Booth will host  
a special event this...

**SATURDAY JULY 6th, 2002  
9:00 a.m.—1:00 p.m.**

at the

**Pep Boys**  
**1135 East Colorado Blvd.**

Visit our booth and receive:

**FREE OIL BUCKETS**

**FREE CAR KITS**

**FREE OIL FUNNELS**

**INFORMATION ON  
HOUSEHOLD  
HAZARDOUS WASTE**

**INFORMATION ON OIL  
RECYCLING**

For information please contact:

Carolyn Meredith  
Recycling Coordinator  
626-744-4721  
[cmeredith@ci.pasadena.ca.us](mailto:cmeredith@ci.pasadena.ca.us)

**Used Oil  
doesn't wear  
out, it just  
gets dirty.**



# Earth Day Isn't Just One Day in April...

## SAVE OUR NATURAL RESOURCES!

Used oil doesn't wear out, it  
just gets dirty.



## VISIT A CERTIFIED USED OIL CENTER AND RECYCLE YOUR USED MOTOR OIL & FILTERS!

The City of Pasadena's Used Oil Recycling Booth will host a  
special event at the centers\* below on the dates listed. Stop by  
and receive free auto-related items and recycling information!

### Pep Boys\*

1135 E. Colorado Bl.  
626-793-8181

Accepts used filters

\*July 6, 2002 (9am-1pm)

### Jiffy Lube

1420 E. Walnut St.  
626-793-9896

Accepts used filters

### Jiffy Lube

3200 E. Colorado Bl.  
626-568-1687

### Jiffy Lube

1603 E. Colorado Bl.  
626-592-0665

### Firestone Tire

3549 E. Colorado Bl.  
626-844-4601

### Auto Zone\*

702 N. Lake Ave.  
626-798-6745

\*May 11 (9am-1pm)

### Kragen Auto Parts\*

1860 E. Colorado Bl.  
626-585-9084

\*June 1, 2002 (9am-1pm)

### Kragen Auto Parts\*

787 E. Altadena Dr.  
626-797-9525

\*May 18, 2002 (10am-2pm)

### Firestone Tire

1110 E. Colorado Bl.  
626-578-0351

Call centers for hours of operation  
and amount accepted!

For more information, call 626-744-4721 or 1-800-CleanUp

Sponsored by the City of Pasadena Public Works & Transportation Department. Used Oil Recycling  
Programs funded by a grant from the California Integrated Waste Management Board.



## 3rd Annual Arroyo Seco Fest

CELEBRATE AMERICA RECYCLES DAY

Saturday, November 9, 2002

11 a.m. - 3p.m.

Central Park @ 275 S. Raymond Ave., Pasadena

Free fun for the whole family with music, entertainment, rock  
climbing wall, arts & crafts, food vendors, raffles and Classic cars,  
Car Care & Oil Changing Tips: Free Re-refined oil; hourly prizes  
donated by the following participating certified used oil centers:

### Auto Zone

702 North Lake Avenue  
626-798-6745

Donating: 6 ESPREE Ultra Wheel Magic  
-6 Black Magic Tire Wet

### Kragen Auto

737 East Altadena Drive  
626-797-9525

Donating: Alltrade 131 Piece Toolkit

### Kragen Auto

1860 East Colorado Boulevard  
626-585-9084

Donating: Reflective sunshade; steering wheel covers;  
license plate covers; Raiders Hitch Caps

### Pep Boys

1135 East Colorado Boulevard  
donating:

Four \$20 Coupons toward service or purchase;  
Three AT&T Prepaid 100 minute Phone Cards

Other Certified Centers in the City of Pasadena are:

### Firestone Tire Service

1110 E. Colorado Blvd.  
626-578-0351

### Firestone Tire Service

3549 E. Colorado Blvd.  
626-884-4601

### Jiffy Lube

1603 E. Colorado Blvd.  
626-449-4396

### Jiffy Lube

1420 E. Walnut St.  
626-793-9896

### Jiffy Lube

3200 E. Colorado Blvd.  
626-568-1687

Take your used oil & filters to a certified station. Call Centers for hours of operation and amount accepted.

For More Information Call 626-744-4721 or 1-800-CleanUp

Sponsored by the City of Pasadena Department of Public Works. Used Oil Recycling Programs are funded by a  
grant from the California Integrated Waste Management Board.



# Certificate of Appreciation

- ✓ Computer generated
- ✓ Laminated
- ✓ Hand delivered with a message that the City of Pasadena appreciates the service provided
- ✓ Centers proudly display



## City of Pasadena

### Certified Used Oil Collection Center



# FIRESTONE

TIRE & SERVICE  
3549 EAST COLORADO BOULEVARD

*City of Pasadena  
Public Works & Transportation  
Street Maintenance &  
Integrated Waste Management*



*Pasadena's Used Oil Programs are funded by a grant from the California Integrated Waste Management Board*

# Special Event



- Arroyo Seco Fest Celebrates America Recycles Day
- Centers provide special raffle prizes



# Classic Car Show

- Introduce free re-refined oil to community
- Survey to gather information
- Encourage public to ask for re-refined oil at retail centers



# Survey Questions

- ✓ Zip Code
- ✓ Age group 16-21; 22-27; 28-32; 33+
- ✓ How often do you change your oil?
- ✓ Do you recycle your used oil/filters?
- ✓ Are you aware of the hazards of improper used oil disposal?
- ✓ Would you buy re-refined oil?

# Survey Questions

- ☛ Do you change your own oil?
- ☛ How often do you change your oil?
- ☛ How do you dispose of your oil?
- ☛ Are you aware of the hazards of improper oil disposal?
- ☛ Would you use re-refined oil? If not, please list the reason.
- ☛ What information would you like about re-refined oil?



# Future Objectives

- ✓ Workshops for Certified Center Employees
- ✓ Workshops for Certified Center Managers
- ✓ Placement of Re-refined Oil in at least one center for retail sale
- ✓ Increase participation for centers that are marginally involved

# Contact Information

Carolyn Meredith

Recycling Coordinator

626-744-4721; Fax 626-744-7085

[cmeredith@ci.pasadena.ca.us](mailto:cmeredith@ci.pasadena.ca.us)

Michael Lara

Recycling Outreach Consultant

636-744-6178; Fax 626-744-7085

